

redevelopment WORKS

A MONTHLY UPDATE OF DEVELOPMENT ACTIVITIES IN MARIETTA

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Inside this months issue:

- ❖ City Receives Proposals for Johnny Walker Homes Site
- ❖ Manget Redevelopment Project Moves Forward
- ❖ Clay Homes Redevelopment Update
- ❖ Village at Frasier Park Draws Metro-Area Attention
- ❖ Annual Block Party Builds Community in Redevelopment Area



City Receives Proposals for Johnny Walker Homes Site

The City of Marietta and Marietta Redevelopment Corporation continue to work towards redevelopment of the former Johnny Walker Homes housing project. The City's Purchasing Department received five responses to a Request for Proposals (RFP) for the assembled site by the 2 PM deadline on March 18th. Brock Built City Neighborhoods, Hedgewood Development, LLC, Myrick Company, Pope & Land Enterprises and Russell New Urban Development and John Willis Homes submitted the five proposals, which offer six different conceptual plans. The Marietta Redevelopment Corporation is now in the early stages of the review and selection process.

The Johnny Walker Homes RFP offered the site for sale to the private sector, preferably for the construction of a new mixed-use community. The RFP also described the City's desire to see an increase in the construction of new owner occupied housing near the city center, mixed use where appropriate, and new development that integrates into existing neighborhoods and enhances Marietta's live, work and play environment.

Each proposed development offers a unique approach to the project through a range of for sale housing at varying price points. Three of the six proposals include a mix of office and retail space fronting Powder Springs Street ranging from twenty to fifty thousand square feet. Proposed price points range from \$159,000 for condominium units to \$475,000 for single-family detached homes. Purchase price offers range from 1.9 to 3.2 million dollars for the site.

The MRC will receive presentations from developers at Special Called Meetings on June 1st and June 8th. The MRC also plans to host neighborhood information meetings in June. A recommendation to the City Council is expected to be made by the end of July.

Manget Redevelopment Project Moves Forward

Selected developer Hedgewood Properties, LLC, will soon redevelop Frasier Street Apartments, known locally as "the Quads". Hedgewood Development Company, one of four firms who responded to the Manget Redevelopment Project Area Request for Proposals in March, was recommended by the Marietta Redevelopment Corporation Board of Directors in April and approved by City Council in May of this year. The Marietta Redevelopment Corporation is now working to negotiate a purchase contract

with Hedgewood that will go to the City Council for approval at the June City Council Meeting.

The selection of Hedgewood's 89 unit site plan was made after a month long proposal review process that included public presentations by proposers, staff level analysis of financial, design and infrastructure feasibility, and two neighborhood meetings to collect resident input and preferences. Residents will be given an opportunity to work with the selected developer to collaborate on details that will impact the surrounding neighborhood.



Conceptual design submitted by Hedgewood Development

Clay Homes Redevelopment Update

The Marietta housing Authority (MHA) is moving forward with redevelopment of the former Clay Homes Housing Project. Nine firms responded to a Request for Qualifications issued by MHA from which qualified firms will be invited to respond to a Request for Proposals. During the Request for Proposal process preparations are being made for demolition of the site's existing buildings. The Planning Commission is expected to vote on a recommendation for rezoning of the property on June 1st followed by a City Council vote on rezoning on June 8th. Public hearings will be held at both meetings.

Village at Frasier Park Draws Metro Area Attention

The Village of Frasier Park is one of several major redevelopment projects underway in Marietta's City Center. Builder Marty Littleton with Deerfield Development is currently converting 34 duplex units to attached craftsman style townhomes for sale starting in the mid \$100's. Deerfield along with residents, City Officials and the local business community celebrated the grand opening of Frasier Park on May 5th of this year.



Marty Littleton and Gary Mills, Deerfield Development, stand with Mayor William Dunaway, Councilmen Phillip Goldstein and Anthony Councilman and City Manager William Bruton as Councilwoman Betty Hunter cut the ribbon on the porch of the model unit at the Village of Frasier Park.

Real-estate professionals and prospective residents traveled from all over Metro Atlanta to view the redevelopment neighborhood, which was featured in the May 2nd issue of the Atlanta Journal Constitutions Horizon. The article entitled Developers push “dream” in Marietta also references other projects in the vicinity of Frasier Park including Emerson Hill townhomes, Marietta Mill Lofts and the Manget Street Redevelopment project.

With the completion of the first two-unit building Littleton has successfully tackled many of Marietta’s in town revitalization challenges head on. As they exist, Marietta’s 1940’s neighborhoods often lack sufficient off street parking for today’s 2+-car household. Completed units on Frasier Circle include new elongated driveways with rear parking pads spacious enough to accommodate residents and their visitors.

Marietta’s older neighborhoods are also endowed with mature trees. By maintaining the unit density on Frasier Circle, Deerfield has been able to preserve greenspace that exist on and around Frasier Circle. Parking, increased density and decreased greenspace are key issues that have been a concern for City officials and neighborhood residents for new and proposed redevelopment projects. For more information on The Village at Frasier Park visit www.frasierpark.com. For sales information contact Metro Brokers by telephone at 404-843-2500 or email sales@atfrasierpark.com.



Annual Block Party Builds Community in Redevelopment Area

For the tenth year in a row Marietta City Councilwoman Betty Hunter hosted the Loop Group Block Party on Lakewood Avenue near Frasier Street. The annual event, held on May 14th, has helped bring cohesion to a neighborhood that continues to face the challenges of change, through neighborhood involvement. The purpose of the Block Party is to bring residents together to learn more about one another and have a good time.

This year’s party included live music by four bands, a wide variety of foods, games, prizes, group photos and more. Approximately 400 guests attended this year’s event including Marietta’s Mayor, and members of the City Council, Cobb County Commission and Georgia General Assembly. Volunteers from the Loop Group, various city departments and civic organizations played a major role in the success of the event.

The majority of City residents who participate in Loop Group meetings and activities live within the boundaries of the Center City South Tax Allocation District and within walking distance to the Manget Redevelopment Project Area. The Loop Group serves as a neighborhood network to distribute important information and build community in an area that has suffered the impacts of urban decline. This and other Loop

Group activities have played a major role in local community development by forging and strengthening social ties and by increasing the positive outcomes possible within the community by linking residents and organizations working toward common ends.

Loop Group Block Party 2005 Photo Gallery

